

readers

g e n e r a l i n f o r m a t i o n

Readers Profile

The  **Moscow Times**

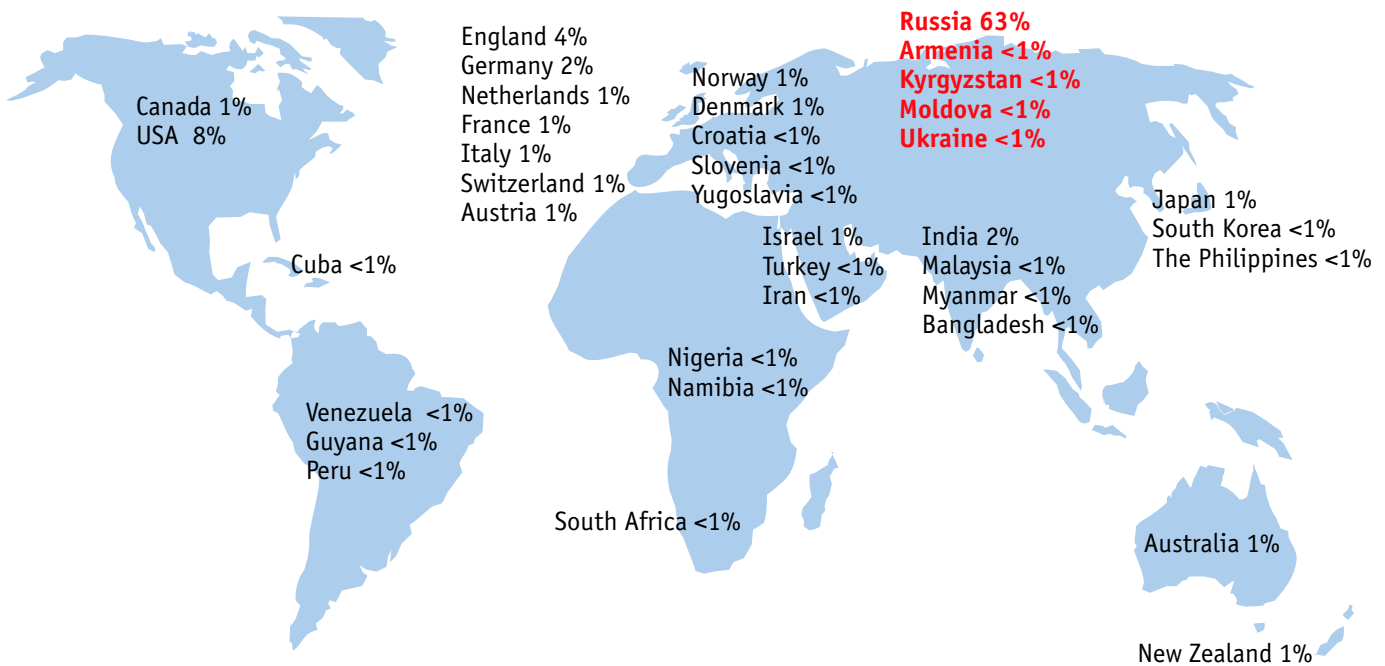
M E D I A K I T 2 0 0 6



Reader Profile

CITIZENSHIP

US citizens made up a big part of the respondents. This can be the result of greater loyalty to the publication from this part of the audience. It is important to note that due to the polling method used (filling out questionnaires), the sampling structure may be composed of the magazine's most loyal readers.



READERSHIP

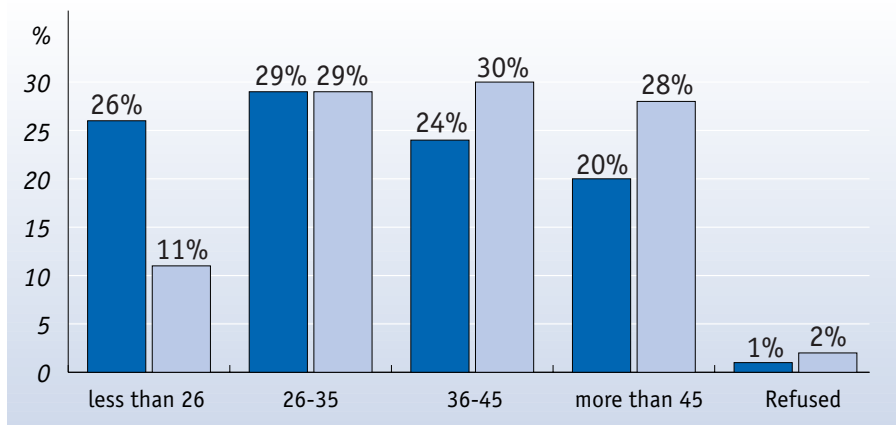
The Moscow Times audience consists mainly of foreigners residing in the capital temporarily or permanently and English-speaking Russian readers.



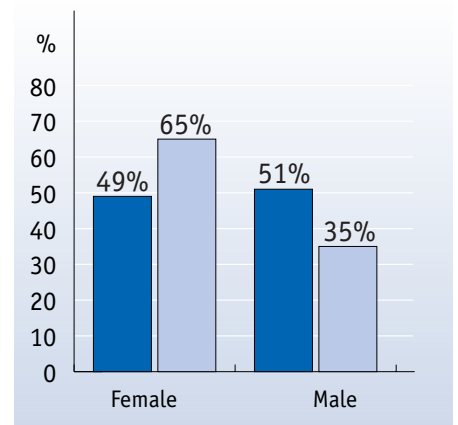
Source:
Magram Market Research, 2004



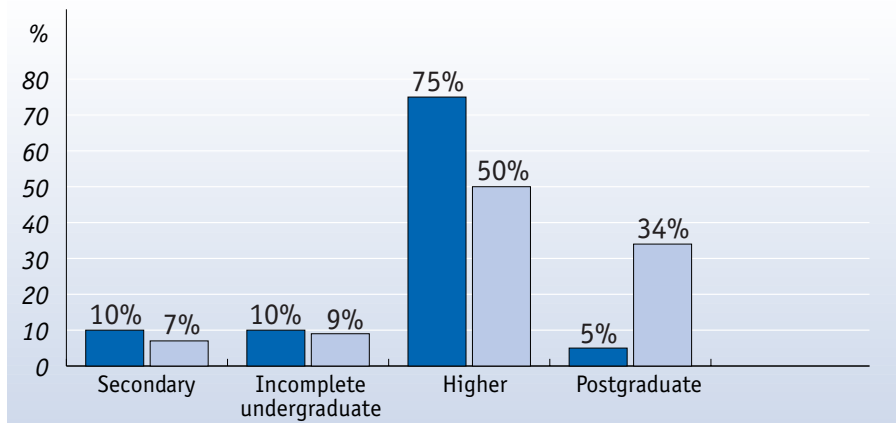
AGE



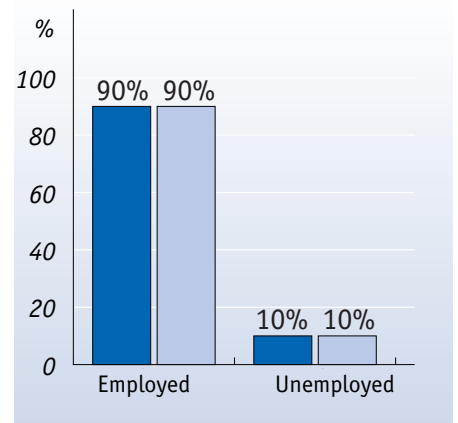
GENDER



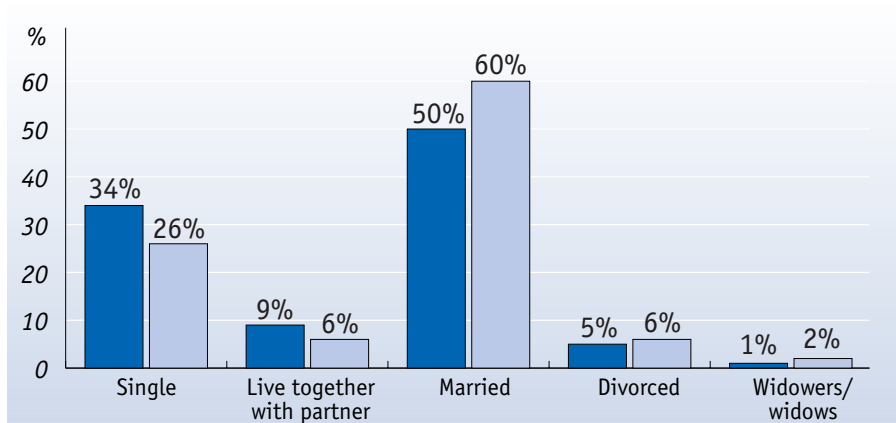
EDUCATION



EMPLOYMENT



MARITAL STATUS

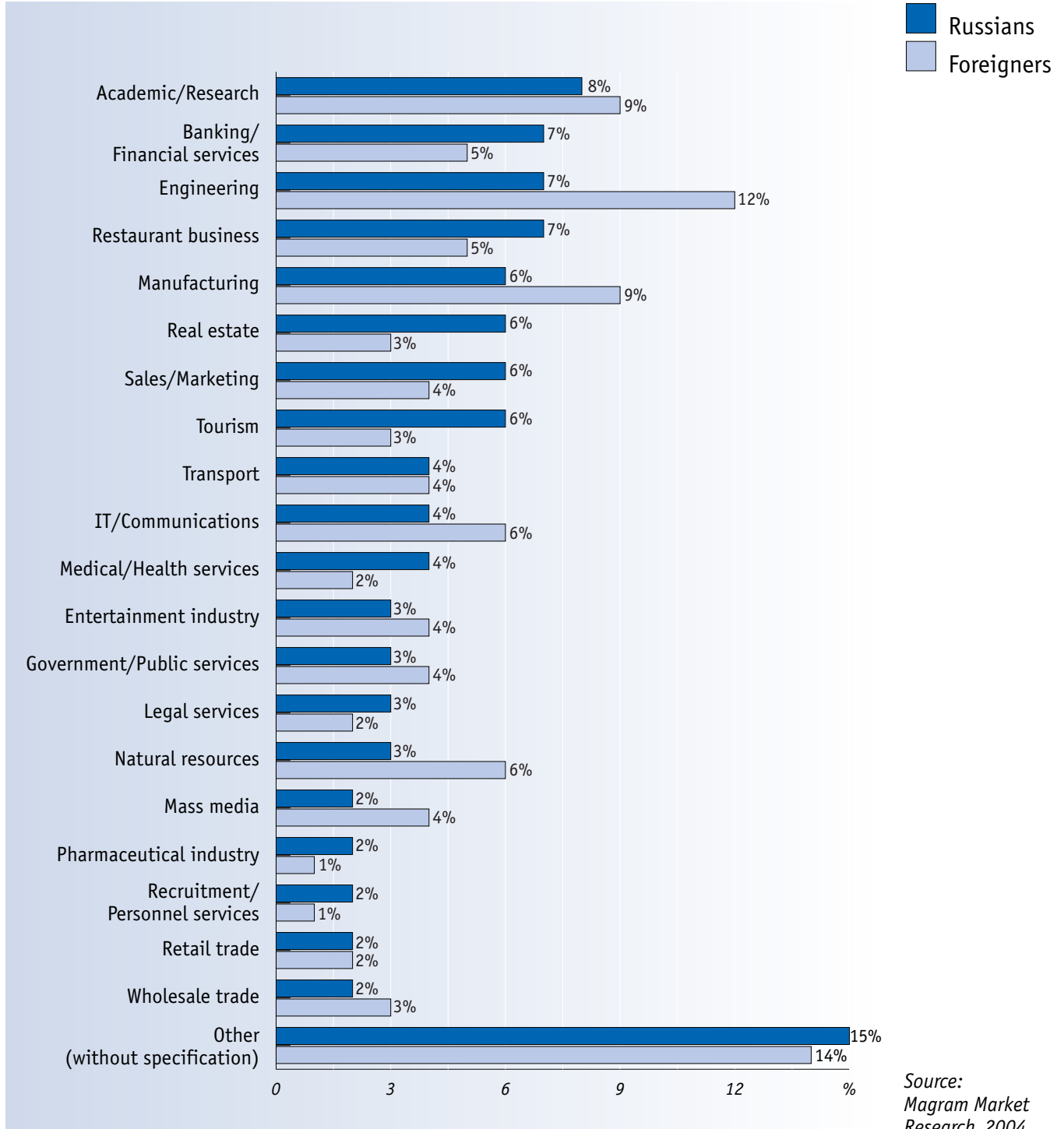


■ Russians
■ Foreigners

Source: Magram Market Research, 2004



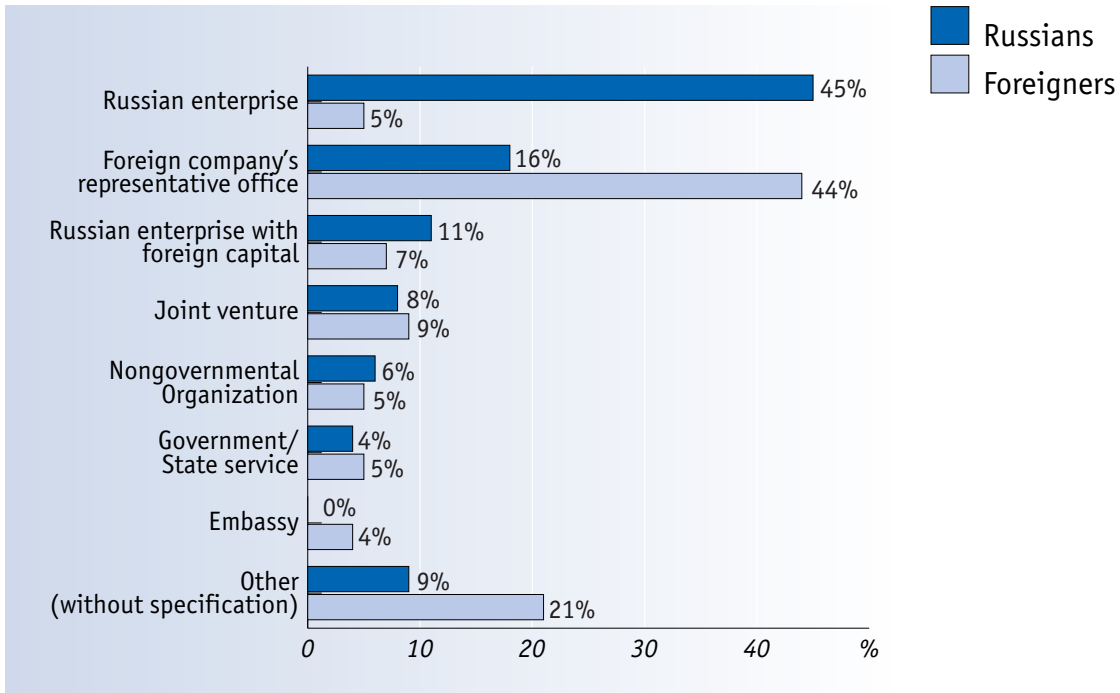
INDUSTRY



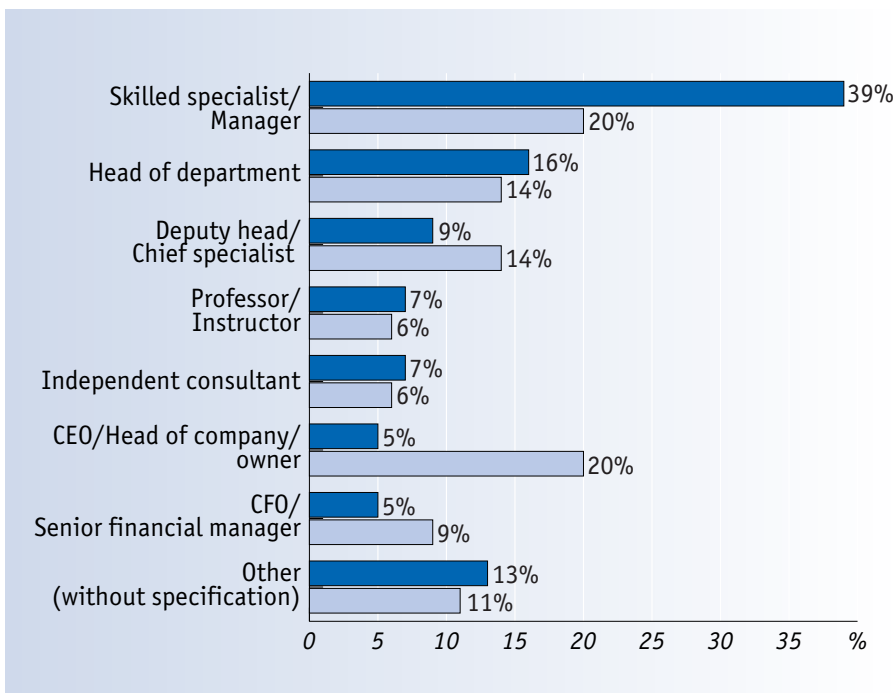
Source: Magram Market Research, 2004



ENTERPRISE TYPE



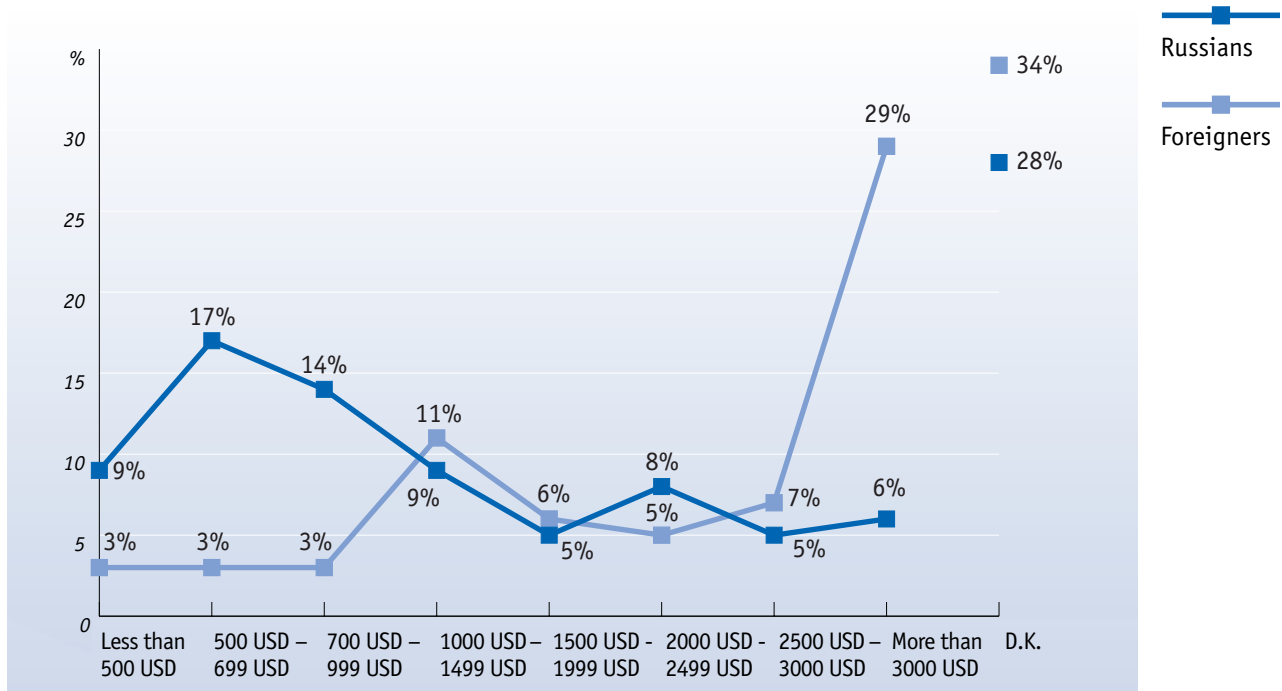
POSITION



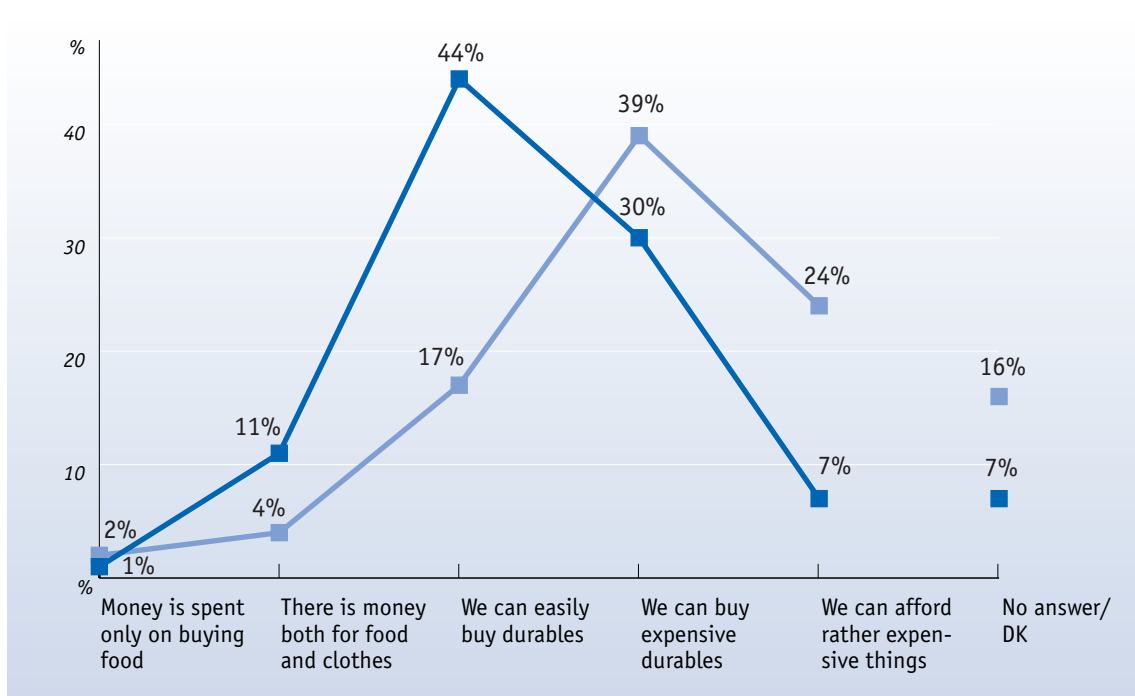
Source:
Magram Market Research, 2004



INCOME PER CAPITA



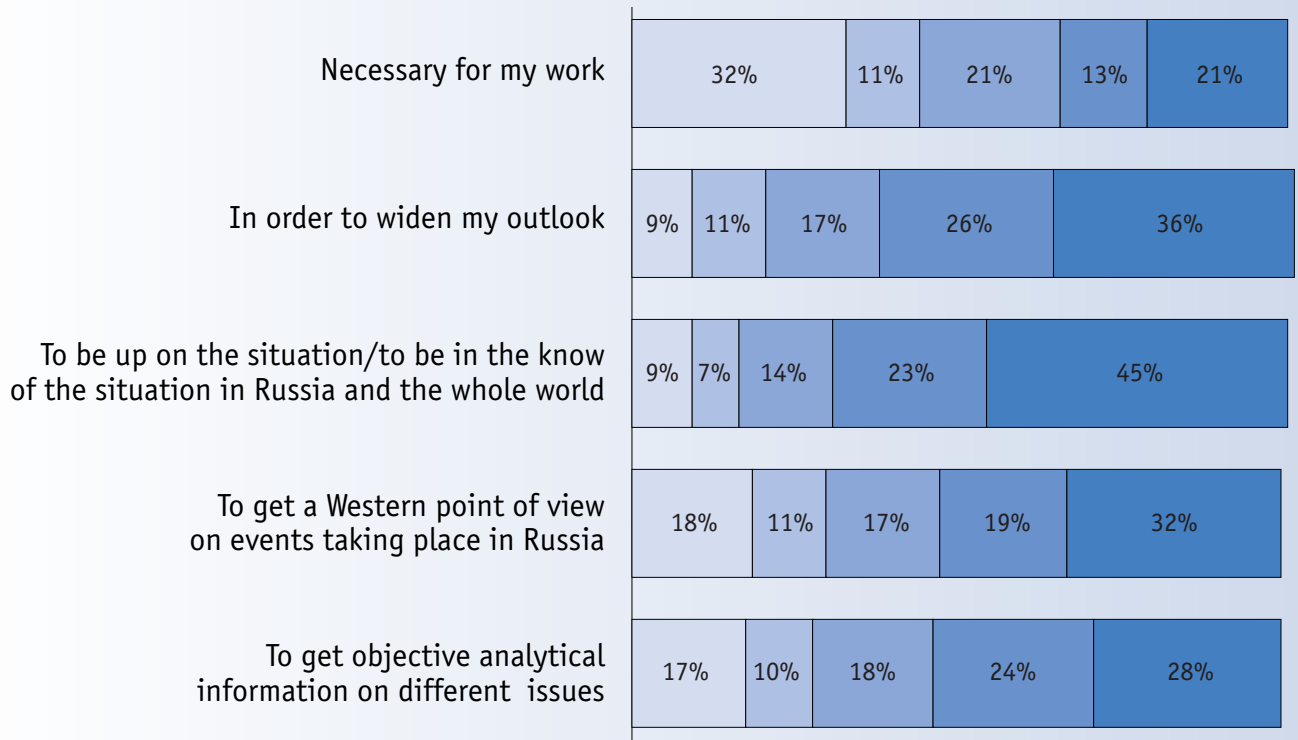
TOTAL FAMILY INCOME



Source:
Magram Market
Research, 2004



FACTORS DRIVING READERSHIP



1 2 3 4 5

Mean by a 5-level scale where 5 stands for "Corresponds completely," 1 – "Does not correspond at all."

Source:
Magram Market Research, 2004